



FEDERAL EXECUTIVE BOARD GREATER LOS ANGELES Presents



CFC CANVAZ

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501 West Ocean Boulevard, Suite 3200, Long Beach, CA 90802 (562) 980-3445
Fax: (562) 980-3448 FEB Web Site www.losangeles.feb.gov

The staff of the Greater Los Angeles Federal Executive Board prepares this publication from information received in the FEB Office and gleaned from public information sources. Please forward input for future issues to ANDREA WINKLER 300 N. LOS ANGELES ST., MAIL STOP 7000, ROOM 5180, LOS ANGELES, CA 90012. CALL (800) 735 2922 & REQUEST (213)576 3901 FAX: 213 576 3902 E-MAIL andrea.winkler@irs.gov

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Sharing: Retiree Donations

We thank **Kathrene Hansen**, Greater Los Angeles Federal Executive Board Executive Director and Greater Los Angeles (LA) CFC LFCC Member, for sharing her ***considerable promotional expertise***. She serves on the OPM National Committee that developed the 2000 pilot program for CFC Retiree Access. (more)

Kudos to San Diego

The White House Indian Treaty Room was the site of the National CFC Award ceremony, at which our own **San Diego CFC** won a "Three Highest Campaigns" award for collecting over \$5.7 million in 1999. Hats off to **Admiral Frederick Ruehe, Jay Gardella, and Jim Guerin** for their excellent campaign leadership. They also hosted a successful OPM CFC Workshop last year.

At the award ceremony, OPM Director, Janice Lachance, presented the honors, lauding Feds for providing "much-needed financial support for thousands of organizations that participate in the CFC."

Calendar

San Francisco **OPM CFC Workshop** March 11-14

Joint Purchasing Project: we hope to obtain bids and save on expenses again.

May Regional CFC Meeting: please budget for one day, maybe in AZ.

Sharing: Retiree Donations continued

Two of our regional CFCs, San Diego and Greater LA, participated in the pilot. For the first time, federal, civilian, or postal retirees, wanting CFC donations withheld from their monthly annuities, can do so through a Central Processing Center. For further information, check each issue of the new online OPM CFC newsletter, **eCLIPS (electronic news clippings)**, designed and written by CANVAZ editor-writer Andrea Winkler. Click www.opm.gov/cfc/eClips-ndx.htm.

Even if your CFC does not have Retiree Access, retirees make great cash or check donors, who may offset down-sizing losses. Here are some of Kathrene's suggestions:

- Survey each federal agency for their retired or alumni organizations, e.g., FBI former agents' association, and develop a mailing list to request local retiree CFC contributions.
- Ask the organizations' leadership to serve on a local Retired Federal Leadership Council (RFLC), to assist your CFC, e.g., retirees, unlike active Feds, may ask local businesses for prizes and awards for CFC events. If you have a local Federal Executive Association (FEA), the RFLC may support non-CFC activities as well.
- Create an appealing CFC Retiree Flyer for use by Personnel Retirement Counselors during pre-retirement and out-processing meetings.
- Survey local federal agencies for retirement seminar and program dates, sending a PCFO or LFCC member to speak and/or distribute CFC Retiree information.
- Obtain a list of all NARFE (National Association of Retired Federal Employees) chapters in your locality, work with them on CFC mailing lists, NARFE event CFC presence, and NARFE newsletter CFC articles. Consider budgeting to attend the May 2001 NARFE State Conference in Redding, CA.

Will any of these ideas work for your CFC?

"Success is going from failure to failure without a loss of enthusiasm."

Sir Winston Churchill, 1874-1965

The Inquiring Campaigner: BEST PRACTICES

At our Las Vegas Regional CFC Network Meeting in May 2000, most participants, in their feedback forms, requested more sharing of best practices.

- Jo Ann Ferguson, as CFC Director in **Santa Barbara**, shared:

"1. I like to remind people that, for what they pay for a cup of coffee, a fast food lunch, or a beer, they can help change lives by donating the same amount from their pay checks.



2. One of the greatest ideas used here is by the Social Security office. So that everyone participates and can get involved, they have a **live auction**. Different employees design baskets with everything from Halloween, Thanksgiving, gardening, picnics, or Christmas or baked items they are famous for. They get together in the morning with some beverages and food and all the baskets go up for auction. They have lots of fun out-bidding each other and all the proceeds from each bidder goes in as part or all of her/his donation. They have fun and get something themselves."

- We thank Trudi Ihle, LFCC Co-Chair of **Indian Wells Valley** CFC, for these **11 GREAT Ideas**:

"1. We strongly encouraged **management involvement and support**.

2. We highly publicized the campaign through local **radio announcements** with different federal agencies challenging each other in our **3rd Annual Tricycle Race**. BLM challenged FAA; FAA challenged the Command, etc. Management wore costumes and raced tricycles borrowed from the government day-care center. This was done during the lunch hour and employees were encouraged to come out and cheer on their manager.

3. We had **management wear buttons** that supported the campaign.

4. **Keyworkers wore T-shirts** that advertised the campaign and the fact that they were keyworkers.

5. We had federal employees' **children design the poster and the brochure**.

6. We **changed the campaign colors** to draw more attention to the campaign.

7. We had **biweekly ads** in the government newspaper.

8. We had a **local video** that really impacted the employees – on how CFC has helped them.



9. Weekly "**muggings**" (draw four names every week and the winners receive CFC coffee mugs) helped to encourage employees to get their pledge in ASAP. This prevented the pledge from getting lost or shuffled in paper work.

10. We keep employees posted on a **weekly** basis as to how we are doing in the campaign (**pledge and giver percentages**).

11. Most importantly we **educated the employees** on how the campaign was run and how their money went to the organizations and not to the campaign itself."



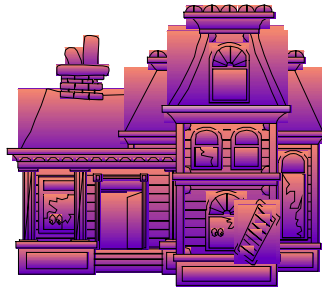
- Teri Erickson, Director of the **Phoenix** CFC, sent us this winning idea: "We have quite a few very small federal agencies. This year, we combined all of the USDA small offices and did **ONE KICK-OFF**. It worked great!! The same thing with some of the Courts in one federal building. We combined about 5 small agencies and did one huge event. The seemed to have more impact. Hope this helps others."

The Inquiring Campaigner: BEST PRACTICES

- Allison Linn, LFCC Co-Chair of the **Palm Springs** CFC, e-mailed this practice:
"The Palm Springs Social Security office raised \$9200, for a per capita gift of \$400. Besides having a fantastically giving staff, we have ongoing projects: bake sales, a Christmas Boutique, and garage sales."



- Bob Burnett, **Greater LA** one of the best CFC web told us that their best House, which generated For details, see the last SHARING, page 2. We



CFC PCFO Staffer and creator of sites (www.lacfc.org) in the USA, practice this year was "our Haunted publicity, and made the CFC fun!" CANVAZ (October 2000) under send CANVAZ copies on request.

- Farrell Chiles, **Orange** County LFCC and one of the most popular speakers at the May 2000 Regional CFC Meeting in Las Vegas, led the 63D Army Regional Support Command to collecting 102% of an *ambitious* goal and achieving 50% participation. He wrote, "It works to **ask for a contribution more than once** and **have more than one person ask those hesitating.**"

- Kristin Fitzhenry, Senior Campaign Executive, **Santa Barbara** CFC, shared as follows: "Award
1. each agency that receives a Merit or Honor Award a **personalized plaque**, and
2. special gifts to the **Supergivers**. This year we chose to give them each \$20 **Gift Certificates** to a local mall."



- **Santa Maria** LFCC Chair Major Jim Stone, coming off another successful CFC with increased contributions, noted: "Our best practice is to give **our Keyworker Training before Labor Day**, so that people have time to understand it and then **start the campaign soon** after Labor Day, so that we don't compete with or prevent other organizations that want to do fund raising in the last quarter. Military bases have many other private organizations that need to raise funds – it seems the last quarter is their favorite time.....And as always, get the **Base Commander's and DOD Agency Chief's support** or it will be a long campaign."



LFCC Chair John Scott's best practice for the **Southern Nevada** CFC is "use of e-mail exclusively as our means of inter-agency communication."

Thanks go to the above contributors!! If you have not yet done so, please share a best practice (click andrea.winkler@irs.gov), so we can feature more in our next CANVAZ.

Network Directory of 18 Regional CFC's

We encourage you to contact someone new in your network today!
Changes (except e-mail addresses) since the last directory are in red. to report changes,
Click andrea.winkler@irs.gov.

<i>Combined Federal Campaign</i>	<i>PCFO</i>	<i>Phone FAX E-mail</i>	<i>LFCC Chair</i>	<i>Phone FAX E-mail</i>
Greater Los Angeles	Demetrius Stevenson, Bob Burnett, Elizabeth Mallon United Way of Greater Los Angeles 523 W. 6th Street Los Angeles, CA 90014	(213) 630-2352 (213) 630-2369 lacfc@juno.com or Dstevenson@unitedwayla.org Boburnett@unitedwayla.org emallon@unitedwayla.org	Nelson Hernandez, Chair HUD Area Coordinator 611 W. 6th St., #800 L.A., CA 90017	(213) 894 8007 (213) 894 8107 NelsonHernandez@hud.gov
Maricopa County (Phoenix)	Teri Erickson Valley of the Sun United Way 1515 E.. Osborne Rd. Phoenix, AZ 85014	(602) 631-4851 (602) 631-4809 terickson@vsuw.org	Ronald Abalos, USPS 4949 E. Van Buren St. Phoenix, AZ 85026-9996	(602) 225 3100 (602) 225 3393 rabalos@email.usps.gov
Yuma Area	Jan Martin/Amanda Morales United Way of Yuma Co. 477 S. Orange Av. Yuma, AZ 85364-2268	(520) 783-0515 (520) 782-5463 uwyuma@yahoo.com	Major Rand Brinkman, MCAS, Provost Marshall Ofc. P.O. Box 99127 Yuma, AZ 85369-9127	(520) 341-3126 (520) 341-2429 brinkmanra@yuma.usmc.mil
Arizona #51 [includes 4 former CFCs, i.e., all AZ CFCs, except Yuma & Maricopa (Phoenix)]	Robert Palmer United Way of Greater Tucson 330 N. Commerce Park Loop PO Box 86750 Tucson, AZ 85745-750	(520) 903-9000 (520) 903-9002 bpalmer@uwtucson.theriver.com	LTC Carl Rebarchak Chief of Staff, 355 th WG/CS 5275 E. Granite St. Tucson AZ 85707-3012; Major Richard Harrington CFC Project Officer Davis Monthan AFB ----- Bill King, Office of Inspector Gen., Dept. of Justice, PO Box 471 Tucson, AZ 85702-0471	(520) 228-3685 (520) 228-3191 Carl.Rebarchak@dm.af.mil Richard.Harrington@dm.af.mil ----- (520) 670-5243 (520) 670-5246 Wking49225@aol.com

Kern, Inyo, & Mono Counties	Irish Schwarzenbach Kings United Way P.O. Box 878 Armona, CA 93202-0878	(559) 584 1536 (559) 584-1098 KUW@KINGS.K12.CA.US	Art Ornelas, Chair USPS 3400 Pegasus Drive Bakersfield, CA 93380-9998 ----- Gil Watson, Vice Chair SSA, 5300 Office Park Dr. Bakersfield, CA 93309	(661) 392-6102 (661) 392-6149 jrowles@email.usps.gov ----- (661) 861 4178 (661)861 4246 gilbert.watson@ssa.gov
Indian Wells Valley	Linda Stirling United Way of Indian Wells Valley - 350 E. Ridgecrest Bl., #110 Ridgecrest, CA 93555	(760) 375-1920 (760) 375-1274 uwiw@iwisp.com	Trudi Ihle or Cindy Klassen Naval Air Weapons Station Code 830000D, 1 Admin. Cir. China Lake, CA 93555-6100	(760) 939-3412 or 4676 (760) 939-1123 or 4610 ihlett@navair.navy.mil klassencr@navair.navy.mil
Mojave Valley-Barstow	Peggy Teal Mojave Valley United Way P.O. Box 362 (210 E. Williams) Barstow, CA 92312-0362	(760) 256-2508 (760) 256-8789 mojaveunitedway@yahoo.com	Lt. Brad Skoglund or 2 nd Lt. David Aycock NTC Corps Support Battalion Department of the Army Fort Irwin, CA 92311-5000	(760) 380-4584 (760) 380-5906 david.aycock@irwin.army.mil bradley.skoglund@irwin.army.mil
Imperial Valley	Laurie Nilson United Way of Imperial Cty. P.O. Box 1924 El Centro, CA 92244-1924	(760) 352-4535 (760) 352-6013 unitedwy@brawleyonline.com	Matt L. Issman, FEA President US Customs Service 333 S. Waterman Ave. El Centro, CA 92243	(760) 353-9090 (760) 353-9096 matt.l.issman@customs.treas.gov
San Diego County	Jay K. Gardella United Way of San Diego Cty. 4699 Murphy Canyon Road San Diego, CA 92123-0261	(858) 636-4114 (858) 492-2054 SdiegoCFC@aol.com	RADM Frederick Ruehe, Cmdr. Naval Base San Diego 937 N. Harbor Drive San Diego, CA 92132-5100	(619) 532-2925 (619) 532-1400 Ruehe.frederic@Cnrsn.navy.mil
Coachella Valley (Palm Springs)	Wendy Keeler United Way of the Desert P.O. Box 1990 Palm Springs, CA 92263-1990	(760) 323-2731 (760) 778-1421 psunitedwy@aol.com	Allison Linn, SSA Dist. Mgr. 275 N. El Cielo Rd., #B 3 Palm Springs, CA 92262 ----- Bob Muller, Postmaster, 4222 Rancho Las Palmas Dr. Rancho Mirage, CA 92270	(760) 325-7674 (760) 322-6927 kathleen.linn@ssa.gov ----- (760) 346- 0109 (760) 346-7069 rmuller@email.usps.gov
Western Riverside County	Elaine Crabtree United Way - Inland Valleys 6215 Rivercrest Dr., # B Riverside, CA 92507-0703	(909) 697-4710 (909) 656-8210 ecrabtree@uwiv.org	Thomas Cawthon 1351 Graeber St. #105 March AFB, CA 92578-1723	(909) 655-4076 (909) 655-4671 thomas.cawthon@march.af.mil
San Bernardino Area	Kent Taylor or Cliff Hackney c/o Boys & Girls Club 1180 W. 9 St. San Bernardino, CA 92411	(909) 888 5910 (909) 888 1474 taylor873@cs.com	Jean Campbell, USPS P.O. Box 19001 San Bernardino, CA 92423-9001	(909) 335 4301 (909) 335 4415 jcampbe2@email.usps.gov

South Coast	Charles Caldwell United Way Santa Barbara 320 E. Gutierrez Street Santa Barbara, CA 93101	(805) 965-8591 (805) 962-3461 ccaldwell@unitedwaysb.org	Linda King, IRS 2500 Financial Square Oxnard, CA 93030	(805) 988-2111 (805) 988-6255 lnking@hotmail.com
Orange County	David Sybert United Way Orange Cty. 18012 Mitchell Ave. Irvine, CA 92614	(949) 263-6159 (949) 263-6173 davids@unitedwayoc.org	Janice Hardy, Manager Customer Services, USPS 6771 Warner Huntington Beach, CA 92647-9998	(714) 843-4200 (714) 964-9731 jhardy2@email.usps.gov
Central California Coast	Helen Christensen United Way Central Coast P.O. Box 947 Santa Maria, CA 93456-0947	(805) 922-0329 (805) 349-9848 helen@uwcentralcoast.org or uwcc@uwcentralcoast.org	Major Jim Stone, USAF Chief, Spacelift Operations & Logistics Plans 30 SW/XPO 806 13 St. #3B5 Vandenberg AFB, CA 93437-5244	(805) 605-6344 (805) 606 9936 James.Stone@vandenber.af.mil
29 Palms Area Joshua Tree/Yucca Valley	Ed Will Morongo Basin United Way P.O. Box 986 57500 29 Palms Hwy. Yucca Valley, CA 92286	(760) 366-9722 (760) 228-2408 mbuw@thegrid.net	Capt. Mark Morgan P.O. Box 986 Yucca Valley, CA 92286-0986	(760) 830 6156 (760) 830 6435
Ventura County	Tara Connolly United Way of Ventura County 1339 Del Norte Road Camarillo, CA 93010	(805) 485-6288 (805) 485-4845 bronbruton@aol.com	Capt. James McConnell, Jr. c/o Gary Rainwater Resource Mgt. Dept., CBC 1000 23rd Ave. Pt. Hueneme, CA 93043-4301	McConnell (805) 982-8111 (805) 982-58194 Rainwater (805) 982-2375 (805) 982-3419 rainwaterge@cbcph.NA.VY.mil
Southern Nevada	Gary Davis, Director Community Health Charities of America 3050 E. Desert Inn Rd. #121 Las Vegas, NV 89193	(702) 752 7577 (702) 735-9224 gwdgolfer@aol.com	John Scott, District Director, SBA 300 Las Vegas Bl. Las Vegas NV 89101	(702) 388 6611or 6650 (702) 388-6469 John.E.Scott@sba.gov

OPM: Mara Paternmaster, CFC Director
Office of Extragovernmental Affairs
1900 E Street, NW # 5450
Washington, DC 20415

202 606 2565
202 606 5056
mtpaternal@opm.gov